



BRUSH UP ON SOCIAL MEDIA!



5 ESSENTIAL STEPS FOR SUCCESSFUL DIGITAL MARKETING

How can social media can help dental offices recruit and retain clients? How to get started and when to scale up. Flip over for basics as well as advanced content creation tactics that can amplify the reach of local businesses. Garner more clients, promote retail and cosmetic offerings and book more families coming in year after year.

crowdsiren
SOCIAL MEDIA SOLUTIONS

Laurie Levy, CEO
702.406.3471
crowdsiren.com

1. THE BASICS



Start here!

Your practice should have, at a minimum, the following platforms:

- Facebook Business Page
- Instagram page

HOW:

- Daily management of social platforms
- Original content created and shared
- Engage with audience online
- List services including retail lines: Invisalign, porcelain veneers, Zoom whitening, etc.

4. ADS



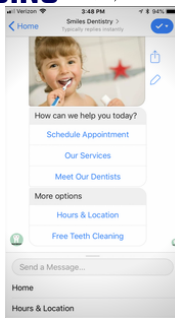
Don't be afraid of Ads! Advertising on social media allows your content, promotions and specials to show up to your targeted audience.

Whether you want your ad to be shown to people based on age, location, hobbies, or something else, Facebook helps you connect to people who are likely to be interested in what you offer.**

2. MESSAGING



Monitor social media messages daily to ensure that questions are being answered. You can receive appointment requests through these platforms and wouldn't want to miss out!



5. LIVE!



Get fancy, now! Social media gives you the opportunity to live stream what you are doing. You can give your patients an intimate, behind-the-scenes look at how a clinic functions. This is helpful in easing a patient's mind and getting rid of pre-appointment anxieties. Personalized patient experiences matter in today's digital healthcare world.*

3. VIDEO



Ready to do more? Add on videos where you can offer personalized patient experiences!

This is something patients of all generations expect from their medical professionals. People are visual learners by habit and are much more easily impressed by what they see, rather than what they read.*



*via Dentist's Money Digest

**via Facebook Advertising